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## **The state as a key success factor for Self-Regulation? Empirical evidence in brief**

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**Abstract:** The necessity of the state's involvement in self-regulation is a controversial issue in the debate about Governance. As Puppis (earlier in this section) mentioned, the role of the state varies across the six domains of media governance, but there are hardly any empirical studies about the question whether a state's involvement is a key success factor for self-regulation. By focusing on three domains of media regulation, namely processes, content, and organizations, some answers will be formulated. What follows is a secondary analysis of two empirical studies, comparing forms of self- and co-regulation in the broadcasting sector in different western states (Jarren et al., 2002; Puppis et al., 2004). The cases were selected so as to include as broad a spectrum of different forms of self-regulation (SR) and co-regulation (CR) as possible. Document analysis and expert interviews were chosen as research methods. The advantages of these two qualitative methods are their openness and flexibility, which allow discovering new aspects not taken into consideration in existing theories, the possibility to take into account a small number of cases, and their ability to make a step in the direction of theorybuilding (Deacon et al., 1999). The interviewees were professionals from self-regulatory organizations, broadcasting companies, and representatives from regulatory agencies, ministries and researchers. Laws, codes of practice, and secondary literature about the organizations under study were analyzed. The case studies were updated by the author in 2006. The following presentation of some of the research results is conducted by comparing four dimensions of forms of co- and self-regulation: The types of media co- and self-regulation are responsible for, the role of the state, the rationales for implementing these forms of governance, and the assessment of self- and co-regulation by the interviewees.

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